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**New York Metro Region  
Chain Promotional Schedule  
September/October 1996  
(updated 8/22/96)**

1221			
1222	1222	ALL	
1223	1223	11	
1226	1226	11	
1224	1229	11	
1225	ROM		
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

Affected Retail Divisions	Chain	Account Mgr/VM	Promotion Description/Date	Sales Force Accountability
1221, 1226, 1330, 1334	Quick Chek Food Stores 0919-00-00	Nick Kuruc 43778	CAMEL \$.25/pack "Buy Down" August 9-October 4 VAP DORAL 2 Pack/match tin (August) VAP DORAL B2G1F (Sept.) CAMEL Collectors Pack (Sept.) COURIER Billboards (Sept.)	Ensure that product is displayed. Price/Promotion communication. Place COURIER in backbar Savings Display. Place COURIER advertising Maintain RJR rows on PM carton module
1131, 1221, 1222, 1223, 1226, 1326, 1330, 1332, 1334, 1623	Wakefern Food (Shop Rite) (all Shop Rite Stores with primary supplier # 425769)	Nick Kuruc 43778	DORAL \$2 Carton Price Plus Sept. 22-Oct. 19	Ensure that stores place Price Plus advertising sent from Wakefern Headquarters
1126, 1130, 1131, 1221, 1222, 1223, 1229, 1330, 1332, 1334, 1622, 1623, 1626, 1636, 1638, 1738, 2133, 2137, 2226, 2228, 2326, 2328, 2330, 2332, 2335, 2337, 2926,	Hess CO-OP 0353-02-00  Hess Mart 0353-03-00	Nick Kuruc 43778	CAMEL/WINSTON \$.50 off 2 Pack Purchase (Register Key "Buy Down") Sept. 1-30 SIGNATURE Special Intro. Pack Price (\$.10 below July Pricing) VAP- DORAL 2 pack/match tin (August) VAP DORAL B2G1F (Sept.) VAP- CAMEL Collectors Pack (Sept.) Florida- WINSTON B2 Get Free Cap WINSTON B2G2F ((Sept. Buffalo- CAMEL Menthol Buy 2 Packs Get Free Hat	CAMEL/WINSTON "Buy Down" advertised on "Lock Signs" and in store POS Maintain SIGNATURE Floor Displays (Marts) Pack Displays (Co-Op's)  Hess Headquarters to supply POS for the following Programs: - SIGNATURE Introduction - CAMEL/WINSTON "Buy Down" Ensure that each store has POS.
1221, 1222, 1223, 1226, 1330, 1334	TwinCounty Groc.(Foodtown) Primary Supplier 654180	Nick Kuruc 43778	\$.25 warehouse couponing on all DORAL Brand Styles	Do not coupon DORAL at store level.